

***Initiatives in Environmental Technology Investment* and Initiatives Online**

Description

Initiatives in Environmental Technology Investment is a 16-page quarterly newsletter that provides information about innovative environmental technologies and cleanup approaches that the Office of Science and Technology is helping to develop and deploy. Initiatives Online is the electronic version of the newsletter. Initiatives Online has features not included in the hard copy version such as a regularly updated list of conferences and opportunities, color photos, and links to related web sites.

Intended Use

Initiatives promotes information exchange among the DOE's Office of Science and Technology, other DOE offices and sites, industries, and other agencies concerned with technology development and deployment. The newsletter is primarily focused on reaching technology users, who are the people most likely to put OST's technology developments and research results into practice. By being issued quarterly, the newsletter puts OST's name in front of key audiences on a more regular basis than any other OST communication product.

Production

Initiatives is produced and published by WPI through Cooperative Agreement No. DE-FC02-96CH10849 with DOE. This support does not constitute an endorsement of articles in the newsletter.

To the extent practical, *Initiatives* adheres to the editorial guidelines below.

- Subject matter relates to OST technologies, programs, customers, or other topics of interest to people who work with OST either as technology developers or technology users.
- Articles primarily, but not exclusively, focus on positive things being done by OST. However, negative points are presented in order to give a balanced report of the strengths and weaknesses of an OST project, program, etc.
- At least two articles per issue relate to OST-funded technologies that are ready for implementation or deployment.
- At least one article per issue relates to an OST Focus Area or Crosscutting Program.
- One article per issue focuses on an EMSP project.
- Style follows *The Associated Press Stylebook and Libel Manual*. Questions not addressed in the AP Stylebook are answered using other accepted style manuals.

Ideas for articles come from a variety of sources, including, but not limited to:

- OST projects featured in meetings, papers, or publications
- Press releases from DOE, headquarters, sites, and National Labs
- Review of information released by the Focus Areas
- Follow-on articles to information that has already been covered
- Suggestions from DOE contractors
- Suggestions from OST employees
- Suggestions from readers

To ensure quality and accuracy, all articles go through the following review steps:

Step	Description	Purpose
1	initial proofread of draft article by an in-house editor	catch gross errors in grammar, typing, usage, punctuation, logic, etc. before proceeding with next review steps
2	technical review of content usually by the information source or someone close to the project featured in the article	Ensure technical accuracy
3	group edit by author and usually two other in-house editors	Ensure consistency with <i>Initiatives</i> style and content policies, understandability/Readability, correct grammar, etc.
4	final proofread of article in layout before newsletter goes to print	Ensure no glaring errors in word order, typing, etc. have been introduced during the layout process

Distribution / Access

The newsletter is distributed quarterly via bulk mail to a mailing list of approximately 3000 people. Upon request, people can discontinue receiving the hard copy and instead be sent an e-mail reminder when *Initiatives Online* has been updated with the most recent issue. To be added to the hard copy mailing or e-mail reminder list, contact the *Initiatives* editor through *Initiatives Online* at www.wpi.org/initiatives.